



SOCIAL MEDIA USAGE BEYOND GRATIFICATIONS: A THEMATIC LITERATURE ANALYSIS

Management

Girish Mude

Dr. Vishwanath Karad MIT World Peace University, Pune, India;

ABSTRACT

People use of social media sites such as Facebook, Instagram, and Snapchat has surged in the previous decade, and it increasingly dominates their everyday social lives. Despite the fact that social media use has become widespread, previous research has failed to explain how to effectively influence social media beyond gratifications and entertainments. The aim of the research is to look at current advancements in social media research and create a thematic research works. The study looked at 30 articles about social media that were published in most prestigious journals. Based on the extensive study and systematic examination of the papers, a thematic framework for social media usage was constructed. The three main themes social recognition, self-expression and establishing new relationships constituted the thematic structure. The theme based framework, which is shaped on study findings, provides a basis and direction for future social media research.

KEYWORDS

social Media, thematic analysis, literature review, social recognition, self-expression

INTRODUCTION

The popularity of social media has skyrocketed in today's world. Social media is used by billions of people all over the world (Laudon & Traver, 2016). Social media has infiltrated people's daily lives with extraordinary speed in the twenty-first century, becoming one of the most essential forms of communication through technology (Arli, 2017; Lau, 2017). Social media has evolved through time into an interactive social tool for communication, engagement, and information and knowledge sharing (Singh et al., 2010). Despite the importance of previous studies on social media usage and their mining, systematic research on the topic is still sparse. (Whiting & Williams, 2013) mentioned ten uses and gratifications of social media: social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others. In addition, the study (Omar & Dequan, 2020) findings revealed that users use social media for archiving, self-expression, social interaction, and relaxation. People are increasingly relying on social media platforms to express themselves positively and openly, and self-expression ideals are at an all-time high (Orehek & Human, 2017). However, a review of existing literature reveals that this field of study lacks a comprehensive framework. With the growing interest in social media research, it would be beneficial for researchers and practitioners to concentrate on the broader picture of how to propel social media research forward. Hence, this study fills the gap for deeper understanding of social media usage beyond gratifications and entertainments.

THEORETICAL BACKGROUND

About Social Media

Users can create individual public profiles, engage with real-life friends, and meet new individuals based on common interests via social media (Griffiths et al., 2014). According to another sample, social media is a member-based online platform where users frequently share basic information about themselves and then engage with other members in a number of ways and on a range of topics (Mahajan, 2009; Pempek et al., 2009)

(Boyd & Ellison, 2007) define "social networking sites (SNS) are web-based services that allow individuals to 1) construct a public or semi-public profile within a bounded system, 2) articulate a list of other users with whom they share a connection, and 3) view and traverse their list of connections and those made by others within the system." Facebook is mostly utilised for social connection, primarily with friends with whom students had previously developed offline relationships (Pempek et al., 2009). Facebook is also used for sociability and keeping up with what's going on in the social media platform (Quan-Haase & Young, 2010). When utilising social media platforms, users frequently feel compelled to stay in touch with their friends and/or keep up with breaking news on areas of interest. (Quan-Haase & Young, 2010)

Social Media Usage:

The omnipresence of internet-capable mobile devices enables individuals to use social media frequently and in nearly every situation

in daily life (Müller et al., 2020). There are ten uses and gratifications of social media which include social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others (Whiting & Williams, 2013). Furthermore (Park et al., 2009) also talked about primary needs for participating in groups within social media like Facebook are socializing, entertainment, self-status seeking, and information. In addition, (Gupta & Bashir, 2018) had premeditated social networking usage and categorized into four factors: academic; socialization; entertainment and informativeness. Facebook, Instagram and Twitter were identified as the most popular social networking sites (Jambulingam et al., 2014). Social Media usage across the global has influenced the researchers and academicians in this domain to proceed further in research manner.

METHODS

We used Scopus and EBSCOhost to conduct a systematic search of specialist database sources for prominent research work. In addition, Google Scholar searches were carried out. A thematic content analysis was undertaken on 30 academic publications from prominent journals. Social media usage for social recognition, self-expression and establishing new relationships are three major identified themes. The integrative technique is utilized to shape the literature analysis. Employing the "snowball" strategy of using the most recent works to identify similar publications mentioned in them, more papers were retrieved.

THEMATIC REVIEW/ANALYSIS

Social Recognition

Since man started living in collective communities, social recognition has been part of the society system. However the concept of social recognition has grown exponentially in the virtual world especially on social media. People started loving to share their success stories, recognition events, their acknowledgements, achievement, and contribution. Self-expansion procedures common of romantic partnerships include tagging one's partner in status updates, posing together in images, and displaying comparable hobbies on profiles (Carpenter & Spottswood, 2013). Effective teachers, employers, and parents are also aware that praise and acknowledgment are among the most potent motivational tools available to them. Attention seekers appeared to utilize social media to demonstrate affection, vent negative feelings, and gain recognition, according to (Leung, 2013). There is a link between problematic social media use and the frequency with which people use social media for recognition, publicity, communication/interaction, and education, as well as loneliness and social anxiety. The most closely related variable to problematic social media usage is social interaction (Yildiz Durak & Seferoğlu, 2019). Social media has expanded our everyday interaction with each other, which has changed the nature of how we express gratitude and appreciate every one.

Self-expression

Social media is use to express thoughts and opinions. (Whiting & Williams, 2013) discussed how users like to make comments such as

liking postings and photos, commenting on updates, and sharing comments on others postings. (Orehek & Human, 2017) shown how self-expression on social media can inspire both favorable and accurate perceptions, and explained how to manage these perceptions. (Bodroža & Jovanović, 2016) found that strengthening and enhancing the self in online communication is very appealing for individuals who experience problems in communication in offline setting. In some cases, social support plays an integral role in determining students' successful adjustment to college (Deandrea et al., 2012). For expressing self, social media provide a comfortable environment for shy individuals to connect and interact with other friends (Baker & Oswald, 2010). (Mayer et al., 2020) discovered disparities across the generations for use the internet and social media, the effects of such use were personal feelings and experiences, self-relatedness expressions, and social interactions. Social media users create their own contents for self-expression and self-actualization (Shao, 2009). According (Choi et al., 2016), user satisfaction with the company's Facebook page is influenced by three factors: information, convenience, and self-expression. (Jung et al., 2012) demonstrated that two primary psychological variables that encourage people to publish and read posts on personal blogs are impression control and voyeuristic monitoring. A study (Adam D. I. Kramer & K. Chung, 2011) sheds light on how people use status updates to express themselves. (Bailey et al., 2020) discovered that genuine self-expression on social media was linked to a higher level of Life Satisfaction, a key component of well-being.

Establishing new relationships

Social media play a distinct role in the development of modern romantic relationships (Fox & Anderegg, 2014). However, it is becoming more clear that social media poses significant threats to individuals, groups, businesses, and perhaps society at large. Cyberbullying, obsessive use, trolling, online smear campaigns, fraudulent news, and privacy violations are just a few examples. (Baccarella et al., 2018). For students, (Thomas et al., 2017) mentioned the use of social media for establishing relationships with new friends when transitioning from home to university. Study conducted by (Bodroža & Jovanović, 2016) mentioned use of Facebook for self-presentation, socializing and seeking sexual partners. People with a high inclination to exhibit their true self on the Internet indicated using Facebook more for establishing new relationships (Tosun, 2012).

CONCLUSIONS

This study recognizes three major themes and discussed the concept of social recognition which has advanced exponentially in the virtual world especially on social media. Self-expression and establishing new relationships are also encouraging people to use social media profoundly. Our study shows, users are reliant on social media platforms in their everyday lives for a variety of emotional and behavioral reasons. Furthermore, content is critical to meaningful user interaction and has evolved into a platform for organizations and other entities to build experiences those users actually desire. Due to the opportunities afforded in the online environment, the inherent lack of social recognition is likely to have a favorable direct effect on the intensity of online communication behavior. This research also integrates and summarizes existing research on the element of social media use in different perspective. This comprehensive analysis of the existing literature will aid researchers in comprehending prior streams of study and pursuing a specific area of research in expanding the understanding of social media and prominent interactions. For themes that aren't covered in the literature, new avenues for future research open up.

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